



Cellumen and RheoGene Sign Licensing and Collaboration Agreement for Systems Cell Biology Profiling Reagents for High Content Screening

Pittsburgh, PA-July 26, 2005-Cellumen, Inc., the systems cell biology company and RheoGene Inc. announced today that they have entered into a nonexclusive commercial licensing agreement under which Cellumen will use RheoGene's RheoSwitch® inducible gene regulation technology and RheoPlex™ multigene regulation technology to develop systems cell biology screening products including discovery collaborations, advanced reagents for High Content Screening (HCS) and stable cell lines. Cellumen will offer these products to its pharmaceutical and biotechnology company customers.

The companies will also collaborate on the development and validation of mammalian cell lines to be used in Cellumen's proprietary systems cell biology profiling assays. Cellumen will provide expertise in molecular cell biology, High Content Screening and development of advanced reagents for cell analysis. RheoGene will contribute expertise in RheoSwitch® and RheoPlex™ system optimization, gene expression and development of stable cell lines.

Cellumen is creating new classes of reagents that "measure and manipulate" cell constituents used in multiplexed assays to yield a systems cell biology profile for drug discovery. The combined technologies will enable customers to manipulate the expression levels of one or two regulated cellular components including biosensor reporter molecules, functional proteins and siRNAs for both coding and noncoding RNAs. HCS profiling assays will be run on Cellumen's platforms. This emphasis on whole cell functions will allow better decisions to be made on what compounds to continue in the pipeline.

"We are pleased to have established a licensing agreement and collaboration with RheoGene," stated D. Lansing Taylor, CEO of Cellumen. "The incorporation of the RheoGene technologies into our advanced reagents for systems cell biology profiling will enhance our ability to deliver our "measure and manipulate" approach to our customers. This approach will significantly increase the functional information on the impact of compounds on specific targets and cell functions."

"This opportunity to work with Cellumen is another excellent example of high value applications for our RheoSwitch® and RheoPlex™ technologies, that we will now extend into systems cell biology", said Thomas Tillett, CEO of RheoGene. "We will also collaborate with Cellumen on several projects that integrate our respective expertise." Financial terms were not disclosed.

About Cellumen

Cellumen is a systems cell biology company that is focused on defining the functions of

genes, coding and non-coding RNA's, proteins and other cellular constituents that regulate and perform the myriad of functions that define normal life and are related to specific disease processes as potential biomarkers and/or targets for drug discovery and patient profiling. Cellumen uses multiple HCS platforms with a wide range of both commercially available and proprietary reagents to create multiplexed assays to define pathways, identify potential molecular biomarkers of disease, and perform screens that yield a systems cell biology profile. Cellumen can be found on the internet at www.cellumen.com

About RheoGene

RheoGene Inc. is the source for targeted, regulated products and technologies for the development of safe and effective therapeutics. RheoGene delivers customized inducible gene expression products for pharmaceutical discovery and development, human therapeutics and biotherapeutics production. RheoGene' proprietary RheoSwitch® Therapeutic System (RTS) offers safe, regulated cell and gene therapies that deliver the right dose- to the right place- at the right time- to improve the lives of patients with serious medical conditions for which there are no effective treatments or cures today. RheoGene Inc. is a wholly owned affiliate of the University of Pittsburgh Medical Center with operations in Norristown PA and Pittsburgh PA. For more information, visit www.rheogene.com.

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